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Student & graduate enterprise & entrepreneurship ♦ The ICE and Honeypot experience

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# Entrepreneurial University Leaders Programme

24<sup>th</sup> April 2014

University of  
**HUDDERSFIELD**  
Inspiring tomorrow's professionals

## Student & graduate enterprise & entrepreneurship The ICE and Honeypot experience

<https://twitter.com/HudHoneypotIce>

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Inspiring tomorrow's professionals

**THE AWARDS**  
AWARD WINNER  
UNIVERSITY OF THE YEAR

the guardian  
UNIVERSITY  
**AWARDS**  
Winner  
2013

2012  
**THE AWARDS**  
WINNER  
Entrepreneurial University of the Year

  
THE QUEEN'S AWARDS  
FOR ENTERPRISE

# Initiatives:



- **Bridging the gap between design and engineering through the creation of a network of exchange to develop a legacy of learning**
- **Providing a rich network for innovation, design and entrepreneurship in engineering and design – a “honeypot” of rich Ideas**



# Aims VP scheme

- Creativity – Generation of ideas
- Innovation – successful exploitation of ideas
- Design – Links creativity and innovation

Outputs	students			Total number of opportunities
	ADA	C&E	<b>Total</b>	
Enhance the creativity, design and innovation content in undergraduate teaching	291	49	<b>340</b>	8
Developing understanding of the innovation process	4	15	<b>19</b>	3
Encourage inter-disciplinary design activity	117	71	<b>188</b>	4
Greater awareness of and contact with industry and business	18	1	<b>19</b>	3
Encourage UG endeavour in developing creative, innovative design proposals	67	16	<b>83</b>	6

# 24 hour challenge

2013 challenge: Safety in extremes

2014 challenge: Sustainable solutions for global challenges

students			
ADA	C&E	total	
28	12	40	
19	16	35	



## 24 HOUR DESIGN CHALLENGE Safety in Xtremes

### The Challenge

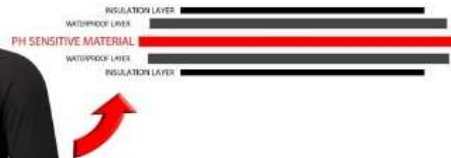
The challenge is to reduce the risk of injury and stem wounds that may occur during armed action. Due to lack of back up and where time is precious, the challenge is to create a product that acts as a barrier or a 'Second Skin' to your wound.

"The main danger is we always work alone, often there is no-one to help if you need it due to lack of police officers. The hardest part is working, constantly not knowing when it's going to kick off." PC Cude

90% of 4000 troops died from an untreated blood loss.

### The Idea

Our concept is to create a new material containing a PH sensitive polymer. This reacts with an alkaline-coated fibre, which will result in a PH change making the polymer contract. The concept is that the blood will activate the chemical reaction, meaning the fibres contract around the wound. In order to highlight the wound a holochromic material could be incorporated which would give a visible colour change around the wound area.



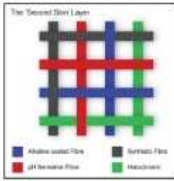
- Contracts around the wound when blood from injury activates base alkali and contracts.
- Waterproof layer protects central layer from accidental.
- Holochromic fibres change colour on reaction to pH, clearly showing injury zone.
- Slows down blood loss.
- Emergency services given more time to respond.

### The Solution

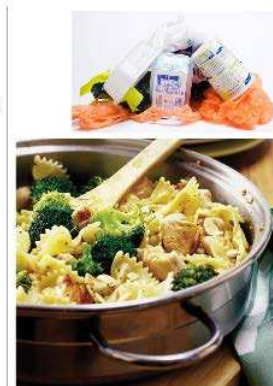
'Second Skin' is designed to provide a form of instant first aid in extreme situations to slow down loss of blood. The concept of this product is to act as a temporary measure until further medical assistance can be sought. The solution is to weave these fibres into a material that can be made into clothing to be worn by the police and armed services. This will be worn as a base layer under their uniform.

In future production we want to develop 'Second Skin' to add protection to sportswear.

### Second Skin



## eat me.



"It's not just the packaging that requires alteration but also our lifestyle and habits of consumption"



# Comments from the events:

“....in the 24 hours we were given I have been given a massive insight into how completely separate skill sets can come together to generate an idea”.

“....I really enjoined the challenge and it was good to start viewing things from different discipline angles”.

“This design challenge was great. I love working with all of my team who were from different specialisms”. (April 2013)

“I believe I learned a lot from my peers... and this experience will benefit me in future group projects”

“It was really helpful to speak to the different tutors... and pick their brains about our ideas, as I would never normally come into contact with tutors from these courses” (Feb 2014)

# **“David Bailey”** - April 2014

**Judging the 24-hour design challenge was a pleasure and revealed an impressive arsenal of talent the University of Huddersfield has amongst the students. Each multi-disciplined team presented well thought out and researched concepts which impressed the judging panel and stimulated much debate. Being spoilt for choice meant the pressure was put back on the panel when it came to us choosing a winner.**

**In my experience, great ideas occur when a creative person or team is constrained by time and/or budget. When placed under pressure, right brain instinct coupled with pragmatic decision making, causes inventive and exciting concepts and solutions. Events like the 24hr Design Challenge are a great example of where you'll see this in action.**

**David Bailey Creative Director UX&D, BBC Future Media**

**<http://www.hud.ac.uk/news/visitors/interviews/davidbaileycreativedirectoruxdgelwiththebbc.php>**

# HoneyPot

## Winners from HP1

- Software Development studio
- 2 graphic Design students (ADA)
- 2 Computer systems (C&E)



	students			projects		
	ADA	C&E	total	ADA	C&E	projects
Honeypot 1 Oct-Dec 2013	25	26	51	2	3	5
Honeypot 2 Feb-April 2014	45	17	62	5	2	7



## Winners from HP2

- Solar Powered UAV
- 4 PD (1 first year) and 2 Mech Eng

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# Feedback from the students:

“Honeypot would be a great concept if it were inter-university”

“Very good networking tool for student enterprise – perhaps a summer project”

“Consider including final year students as many final years are perhaps more ready for enterprise activity”

(Oct 2013)



# Challenges

- Factors out of our control, outsourcing
- Legal contracts first – IP, NDC
- Outside curriculum (engaging the students)
- Networking across courses – mix them up
- Confidence to apply for funding – first experience
- Mentor's from specific disciplines – at the right time

# Opportunities

- Lots of opportunities – companies, guest lectures
- Positive impact on student experience
- Workshop in June with two schools aimed at staff

# Final word:

“...defiantly glad I did [attend this guest lecture]”

(Innovation lecture Jan 2014)

POC “...should be arranged for individuals not only for teams”

(POC April 2014)

“I will be applying for placements again after almost giving up!

(branding yourself for employment April 2014)

“...today was thoroughly interesting and very relevant to my studies...I feel informed and [it] will leave me with a lot to think about, and a fresh boost of creativity” (UX&D function March 2014)

“...really useful for my course... it should be an annual event”

(Award winning design Nov 2013)

“This session has opened my mind into thinking differently about the consumer and how to appeal to them more” (Feb 2013)